

## PERSONALIZED PROMOTION OF NEW CONTENT

### ABSTRACT

A facility for presenting information about new items, such as new items available via a web site is described. The facility receives a request for information submitted on behalf of an identified user. In processing the request, the facility accesses a set of items having effective times. The facility performs a first filtering process to eliminate items of the set whose effective times indicate that the items are not new. The facility performs a second filtering process to eliminate items of the set in which the user likely has a low level of interest. Subsequent to both the first and second filterings, the facility presents to the user information about each of at least a portion of the filtered items.

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